



EXTERNAL JOB POSTING

Marketing Assistant – Summer Part-Time

30 hours per week (Late June-August)

14 hours per week (May-June)

Reporting to the Marketing and Communications Manager

Peterborough Musicfest (PMF) is a non-profit, charitable organization that has offered free-admission concerts on Wednesday and Saturday evenings every summer since 1987. Our stage has seen the likes of Dallas Green from City and Colour, Metric, Down With Webster, Terri Clarke, k-os, Walk Off the Earth, Tegan & Sara, Carly Rae Jepsen, Our Lady Peace, Tom Cochrane, Kiefer Sutherland, Sam Roberts Band, The Reklaws, and many more. Peterborough Musicfest is one of the largest free-admission festivals of its kind in Canada and has an outsized impact on the local economy, generating upwards of \$4.3M in economic activity. We're proud of what we have built, and we invite qualified candidates to bring their talent and passion to our team.

****This position is funded through Canada Summer Jobs (CSJ). To be eligible, applicants must be younger than 30 years of age at the start of employment and meet all Canada Summer Jobs eligibility requirements. Must be available every Wednesday and Saturday (including evenings) throughout the summer, including Canada Day on Wednesday July 1st.**

THE POSITION

The Marketing Assistant works alongside and reports to the Marketing & Communications Manager, supporting marketing campaigns, sponsor deliverables, and on-site audience engagement initiatives. This role plays a key part in promoting artists, delivering sponsor value, capturing content, and supporting the overall visitor experience at Peterborough Musicfest.

Hours and schedule will vary greatly throughout the year – Evening and weekend work will be strongly prevalent during the summer months. Must be available on Canada Day, every Wednesday & Saturday throughout July/August.

DUTIES & RESPONSIBILITIES

- Assist with social media promotions, and website updates.
- Capture and create photo/video content for real-time social media, post-event recaps, and ongoing marketing campaigns (including sponsor deliverables and future promotional use).
- Support marketing campaigns that drive audience growth, on-site engagement, and revenue initiatives (e.g. Diner's Book, donations, contests).
- Support the execution and tracking of sponsor benefits, ensuring accurate delivery and contributing to strong partner experiences.
- Liaise professionally with sponsor, partners, and the public with tact and diplomacy.
- Support email marketing campaigns and automations, including content creation, list segmentation, and performance tracking using platforms such as Brevo.

ON-SITE EVENT SUPPORT

- Assist with Info Booth kiosk set-up and audience engagement.
- Support the team at the park pre-concert and post-concert, including merchandise sales and crowd-facing Interactions.
- Assist with merchandise tracking and revenue counts.
- Assist in pick up/delivery of supplies/food/equipment.

ADMINISTRATIVE & REPORTING

- Assist with digital file and asset management.
- Track merchandise, signage, and other marketing materials in Excel.

- Administrative tasks including database management, Asana updating, answering the telephone, responding to general inquiries via email and managing information in Excel.
- Complete a post-event written report.

QUALIFICATIONS

- Must be available to work from the PMF office in downtown Peterborough
- Two to three years' experience in a marketing role.
- Familiarity with social media analytics, basic reporting, and tracking campaign performance is an asset
- Demonstrated creativity and lateral thinking.
- Demonstrated ability to manage multiple tasks, meet deadlines, and work within a task-oriented schedule.
- Able to thrive in a fast-paced environment while maintaining a sense of humour and positive attitude.
- Possess the flexibility to adapt to changing priorities and respond to shifting needs.
- Effective communication, interpersonal and organizational skills.
- Ability to show diplomacy and professionalism under pressure.
- Ability to work independently as well as part of a team.
- Detail-oriented and demonstrated attention to accuracy.
- Flexibility in scheduling and work hours; responsive to unpredictable workflow.
- Possess intermediate skill using Adobe Creative Suite (InDesign, Photoshop, Premiere Pro), Canva, as well as DSLR camera skills with a willingness to jump in and learn as necessary.
- Must have website editing skills (Wordpress/ Bricks).
- Familiar with Social Media tools including Meta Business Suite and Loomly.
- Fluency in Windows & Mac operating systems & applications including Microsoft Office, Google Workspace.
- Valid driver's license and clean driving record required.
- Must be able to successfully complete criminal background check.

This job is for you if...

- **Non-Negotiable:** You lead by example and install a positive work environment through all aspects of your job duties.
- **Organization:** You excel at multitasking, prioritization, and effective communication.
- **Problem-Solving:** You think outside the box and consider all details before making decisions.
- **Learning:** You enjoy collaborative feedback and knowledge-sharing in a team setting.
- **Community:** You are passionate about giving back and making a positive impact and interacting daily with the public.
- **Culture:** You thrive in a collaborative, "all hands-on deck" team environment.
- **Marketing Mindset:** You're curious about what makes content perform and are eager to learn how marketing drives attendance, engagement, and revenue.

HOW TO APPLY:

Please send a cover letter and resumé by email
 Attention: Raff Melito, Marketing and Communications Manager
 Subject: Marketing Assistant Position
 Email: raff@ptbomusicfest.ca
 Website: www.ptbomusicfest.ca

Compensation:

30 hours per week for summer months (Late June – August)
 14 hours per week (May and June)
Start date May, 2026
\$19.20 / per hour + 4% Vacation pay

Applications will be screened and interviewed as received.

Thank you to all applicants. Only those selected for an interview will be contacted.

Peterborough Musicfest is an equal opportunity employer and is firmly committed to complying with all federal, provincial, and local equal employment opportunity guidelines. Ptbo Musicfest strictly prohibits discrimination against any employee or applicant for employment because of the individual's race, creed, color, sex, religion, national origin, age, gender identity or expression, sexual orientation, height and weight, disability, marital status, partnership status and any other characteristic protected by law. All applications will be kept in confidence. This is a contract position and is based upon a six-month probation period.